



Great Customer Service --- A Vital Business Strategy

Essential Information to Help You Understand How to Increase Business Through Customer Service

This workshop is designed to help you improve the ways you serve your customers. Great customer service can turn prospects into new customers, new customers into repeat customers and repeat customers into loyal customers who refer others to you.

Information provided will address the following questions:

- Why providing great customer service is important
- What do customers want
- What constitutes great service
- What are the four customer communication/personality styles
- How to satisfy each of the four customer styles
- Why do customers become difficult
- How to deal with difficult customers
- What are the rewards of great customer service

Instructor: Donna Satchell, Speaker, Trainer, Author and President of "Success! Can Be Yours"
For information about Ms. Satchell, please visit her website at www.DonnaSatchell.com

Date: September 28, 2004
Time: 6:30 p.m. until 8:30 p.m.
Location: U. S. Small Business Administration
Peachtree Center/Harris Tower
233 Peachtree Street, Suite 1900
Atlanta, GA 30303

ADMISSION IS FREE.

Pre-registration is required. Seats are limited.
Please contact Dorothy J. Fletcher, Economic Development Specialist at (404) 331-0100, ext. 305 to register for the classes.
Fax number: (404) 331-0101

Registration Form-Customer Service

Please complete the registration form and return it to the aforementioned address to the attention of: Dorothy Fletcher or e-mail the information below to www.dorothy.fletcher@sba.gov.

Name: _____

Address: _____

Telephone: _____

Business Name: _____

E-mail Address: _____

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Contact: Dorothy J. Fletcher, Economic Development Specialist, at (404) 331-0100, ext. 305. SBA Authorization No. CS02001